

1 of 6

**G Rep Firm**  
**Sales Office** ( ) PHILADELPHIA  
**Salesperson** ( ) ANJIE BRADY  
**Salesperson Phone#** 215-567-6005  
**Salesperson FAX#** 215-567-5938

$$SC = *$$

THANKS , ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	5A-530A	ACTION NWS@5AM	:30	\$450.00	10/05-10/05	2	1	2	\$900.00	
	Rating: 1.0											
	2	M	5A-530A	ACTION NWS@5AM	:30	\$450.00	10/08-10/08	2	1	2	\$900.00	
	Rating: 1.0											
	3	TU	5A-530A	ACTION NWS@5AM	:30	\$450.00	10/09-10/09	2	1	2	\$900.00	
	Rating: 1.0											
	4	W	5A-530A	ACTION NWS@5AM	:30	\$450.00	10/10-10/10	2	1	2	\$900.00	
	Rating: 1.0											
	5	TH	5A-530A	ACTION NWS@5AM	:30	\$450.00	10/11-10/11	2	1	2	\$900.00	
	Rating: 1.0											
	6	F	6A-7A	ACTION NWS@6AM	:30	\$750.00	10/05-10/05	1	1	1	\$750.00	
	Rating: 1.2											
	7	M	6A-7A	ACTION NWS@6AM	:30	\$750.00	10/08-10/08	1	1	1	\$750.00	
	Rating: 1.2											
	8	TU	6A-7A	ACTION NWS@6AM	:30	\$750.00	10/09-10/09	1	1	1	\$750.00	
	Rating: 1.2											

<b>Rep Order#</b>	6860636	<b>Ver#</b>	1	<b>Status</b>	New
<b>EC'd</b>	Yes				

Traffic Order# 6860636

**Printed:** 10/02/2012 4:55 PM  
**Last Received:** 10/02/2012 1:07 PM  
**Showing Buylines:** All Lines

2 of 6

<b>Station</b>	KTNV-TV LAS VEGAS, NV
<b>Advertiser</b>	( ) .N.R.C.C. IE
<b>Product</b>	NRCC IE 2012
<b>Estimate#</b>	3304
<b>Buyer</b>	NMRPP MediaAssistant
<b>Phone#</b>	
<b>Fax#</b>	

<b>Agency</b>	( ) NATIONAL MEDIA RESEARCH PLANNING	<b>Rep Firm</b>	
	& PLACEMENT, 815 SLATER LANE	<b>Sales Office</b>	( ) PHILADELPHIA
	ALEXANDRIA, VA 22314	<b>Salesperson</b>	( ) ANJIE BRADY
<b>Agency C/P1/P2/E</b>	155/426/3304		
<b>Flight Dates</b>	10/05/2012 - 10/11/2012	<b>Salesperson Phone#</b>	215-567-6005
<b>Hiatus Weeks</b>		<b>Salesperson FAX#</b>	215-567-5938

[illegible]



<b>Rep Order#</b>	6860636	<b>Ver#</b>	1	<b>Status</b>	New
<b>EC'd</b>	Yes				

<b>Station</b>	KTNV-TV LAS VEGAS, NV
<b>Advertiser</b>	( ) .N.R.C.C. IE
<b>Product</b>	NRCC IE 2012
<b>Estimate#</b>	3304
<b>Buyer</b>	NMRPP MediaAssistant
<b>Phone#</b>	
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	31	TU	2P-3P	JEFF PROBST	:30	\$350.00	10/09-10/09	2	1	2	\$700.00	
	Rating: 1.0											
	32	W	2P-3P	JEFF PROBST	:30	\$350.00	10/10-10/10	2	1	2	\$700.00	
	Rating: 1.0											
	33	TH	2P-3P	JEFF PROBST	:30	\$350.00	10/11-10/11	2	1	2	\$700.00	
	Rating: 1.0											
	34	F	4P-5P	JUDGE JUDY	:30	\$650.00	10/05-10/05	2	1	2	\$1,300.00	
	Rating: 1.6											
	35	M	4P-5P	JUDGE JUDY	:30	\$650.00	10/08-10/08	2	1	2	\$1,300.00	
	Rating: 1.6											
	36	TU	4P-5P	JUDGE JUDY	:30	\$650.00	10/09-10/09	2	1	2	\$1,300.00	
	Rating: 1.6											
	37	W	4P-5P	JUDGE JUDY	:30	\$650.00	10/10-10/10	2	1	2	\$1,300.00	
	Rating: 1.6											
	38	TH	4P-5P	JUDGE JUDY	:30	\$650.00	10/11-10/11	2	1	2	\$1,300.00	
	Rating: 1.6											
	39	F	5P-530P	ACTION NWS@5PM	:30	\$900.00	10/05-10/05	2	1	2	\$1,800.00	
	Rating: 1.9											
	40	M	5P-530P	ACTION NWS@5PM	:30	\$900.00	10/08-10/08	2	1	2	\$1,800.00	
	Rating: 1.9											
	41	TU	5P-530P	ACTION NWS@5PM	:30	\$900.00	10/09-10/09	2	1	2	\$1,800.00	
	Rating: 1.9											

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<b>EC'd</b>	Yes				

Traffic Order# 6860636

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<b>Station</b>	KTNV-TV LAS VEGAS, NV
<b>Advertiser</b>	( ) .N.R.C.C. IE
<b>Product</b>	NRCC IE 2012
<b>Estimate#</b>	3304
<b>Buyer</b>	NMRPP MediaAssistant
<b>Phone#</b>	
<b>Fax#</b>	

**Agency** ( ) NATIONAL MEDIA RESEARCH  
& PLACEMENT, 815 SLATER LANE  
ALEXANDRIA, VA 22314  
**Agency C/P1/P2/E** 155/426/3304  
**Flight Dates** 10/05/2012 - 10/11/2012  
**Hiatus Weeks**

**G Rep Firm**  
**Sales Office** ( ) PHILADELPHIA  
**Salesperson** ( ) ANJIE BRADY

**Salesperson Phone#** 215-567-6005  
**Salesperson FAX#** 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	42	W	5P-530P	ACTION NWS@5PM	:30	\$900.00	10/10-10/10	2	1	2	\$1,800.00	
	Rating: 1.9											
	43	TH	5P-530P	ACTION NWS@5PM	:30	\$900.00	10/11-10/11	2	1	2	\$1,800.00	
	Rating: 1.9											
	44	F	6P-630P	ACTION NWS@6PM	:30	\$1,000.00	10/05-10/05	1	1	1	\$1,000.00	
	Rating: 1.8											
	45	M	6P-630P	ACTION NWS@6PM	:30	\$1,000.00	10/08-10/08	1	1	1	\$1,000.00	
	Rating: 1.8											
	46	TU	6P-630P	ACTION NWS@6PM	:30	\$1,000.00	10/09-10/09	1	1	1	\$1,000.00	
	Rating: 1.8											
	47	W	6P-630P	ACTION NWS@6PM	:30	\$1,000.00	10/10-10/10	1	1	1	\$1,000.00	
	Rating: 1.8											
	48	TH	6P-630P	ACTION NWS@6PM	:30	\$1,000.00	10/11-10/11	1	1	1	\$1,000.00	
	Rating: 1.8											
	49	F	630P-7P	ACTION NWS@630	:30	\$1,100.00	10/05-10/05	1	1	1	\$1,100.00	
	Rating: 2.0											
	50	M	630P-7P	ACTION NWS@630	:30	\$1,100.00	10/08-10/08	1	1	1	\$1,100.00	
	Rating: 2.0											
	51	TU	630P-7P	ACTION NWS@630	:30	\$1,100.00	10/09-10/09	1	1	1	\$1,100.00	
	Rating: 2.0											
	52	W	630P-7P	ACTION NWS@630	:30	\$1,100.00	10/10-10/10	1	1	1	\$1,100.00	
	Rating: 2.0											

Station KTNV-TV LAS VEGAS, NV

Advertiser ( ) .N.R.C.C. IE

Product NRCC IE 2012

Estimate# 3304

Buyer NMRPP MediaAssistant

Phone#

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Agency ( ) NATIONAL MEDIA RESEARCH PLANNNING

& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

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Flight Dates 10/05/2012 - 10/11/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	53	TH	630P-7P	ACTION NWS@630	:30	\$1,100.00	10/11-10/11	1	1	1	\$1,100.00	
Rating: 2.0												
	54	SU	6P-7P	ACTION NWS@6PM	:30	\$850.00	10/07-10/07	2	1	2	\$1,700.00	
Rating: 1.8												

---REPORT TOTALS---

Report Totals: 101 / \$70,550.00

---SALES MONTHLY TOTALS---

Oct 12: 101 / \$70,550.00

Sales Totals: 101 / \$70,550.00

Station Totals: 101 / \$70,550.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$391,944	KBLR	0%	KLAS	8%	KSNV	47%	KTNV	18%	KTUD	0%
		KVCW	6%	KVMY	2%	KVVU	19%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE